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I support XM's ability to provide local traffic and weather. My wife and I travel throughout the United States and XM helps us prepare for the weather and if traffic will be an issue. One of the reasons we use XM is we know where the channel is and the reporting is immediate. When using AM or FM, we don't know if it's a local station or when (or even if) the traffic or weather will be provided. We have had XM for almost two years in our car now. Another reason we had XM installed is because of the programming XM has to offer. Market research and target audience isn't an issue. If commercial radio stations had quality programming, XM wouldn't be an issue. But since commercial stations try to appeal to a specific group, they fail in providing that quality. That's why paying for radio, XM in particular, makes sense to me as a subscriber. There are choices. I can find a station my wife, her mother, and I can all appreciate and listen to. When I'm driving to a ball game with my friends, there's something we can all enjoy. Competition is a good thing. It's too bad that commercial radio would rather end that competition than improve themselves.